DOCUMENT RESUME

ED 115 087 FL 007 220

TITLE Commercial English (Including Textbooks). Specialised Bibliography B16.
INSTITUTION British Council, London (England). English-Teaching Information Centre.
PUB DATE Sep 74
NOTE 8p.

EDRS PRICE MF-$0.76 HC-$1.58 Plus Postage
DESCRIPTORS *Bibliographies; *Business English; English (Second Language); *English for Special Purposes; Instructional Materials; *Language Instruction; Reference Materials; Resource Materials; Second Language Learning; *Textbooks

ABSTRACT

This bibliography is divided into four main sections. The first section cites linguistic studies, both books and articles concerning commercial English. The second section cites articles concerning the teaching of commercial English, while the third and fourth sections give references to British ans American textbooks and readers for commercial English instruction. Entries include both American and European publications, and most have been published since 1965. (CLK)

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Commercial English (including textbooks).

Linguistic Studies

Books

JACOBSON, Sven
Unorthodox spelling in American trademarks. Almqvist and Wiksell, Stockholm, 1966.

LEECH, Geoffrey N.
English in advertising: a linguistic study of advertising in Great Britain. Longmans, 1966. (English Language Series). £1.50

PENTTILÄ, Erkki
'Advertising English'. Mémoires de la Société Néophilologique de Helsinki Vol.25, No.2. 1962.

PRANINSKAS, Jean
Trade name creation: processes and patterns. Mouton, The Hague, Paris, 1968.

Articles

CRANE, A.C.W.
'The English of management'. Incorporated Linguist Vol.10, No.1. 1971. p.19-24.

GLÄSER, Rosemarie
'Sprache und Pragmatik der englisch-amerikanischen kommerziellen Werbung'. Zeitschrift für Anglistik und Amerikanistik Vol.18, No.3. 1970. p.314-23.

HAMEL, Günther
'Zur Sprache der englischen Reklame'. Die Neueren Sprachen Vol.19 (N.F.), No.5. 1970. p.223-34.

LANGENDOEN, D. Terence
'Linguistic practices of the Federal Trade Commission'. Linguistic Reporter Vol.13, No.2. 1971. p.1-6.

PYTELKA, Josef
'Stylistic tendencies in English business letters'. In VYSOKÁ ŠKOLA EKONOMICKÁ V PRAZE Sbornik jazykovědných a metodických prací. Praha, 1965. p.5-16.

WOLF-ROTTKAY, W.H.
'Tongue in cheek - a recent harvest of punny literature'. Neusprachliche Mitteilungen Vol.25, No.3. 1972. p.170-75. (Largely advertising slogans).

Teaching

BEARDSMORE, H. Baetens and Eric J. Lee
'Teaching English as a foreign language for special purposes'. Modern Language Journal Vol.57, No.7. 1973. p.343-8. (A course for French-speaking undergraduates in a Faculty of Economics Business School.)

HAY, Brian
Role playing in the commercial language class'. International Language Centre Research Bulletin (40 Shaftesbury Ave., London W1V 8HJ) May, 1974. p7-10.

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INGHAM, Peter
'Games'. International Language Centre Research Bulletin (40, Shaftesbury Avenue, London W1V 8HJ) May, 1974. p.11-15. (Games useful in teaching commercial English.)

LYNN, Robert W.
'Preparing word-lists: a suggested method'. RELC Journal Vol.4, No.1. 1973. p.25-32. (Devising a word-list for Chinese speaking students at a College of Commerce.)

MOULIN, A.
'Teaching specialist languages and the problem of aural comprehension'. Revue des Langues Vivantes Vol.38, No.6. 1972. p.658-63. (Teaching students at a School of Business Administration).

NIXON, St John
'Organizing an advanced course in spoken English for Dutch businessmen'. Modern Language Journal Vol.52, No.5. 1968. p.287-92.

WOOD, Pamela
'Some experiences from teaching commercial English to foreigners'. Språk og Språkundervisning (Norway). Vol.4, No.1, 1968. p.13-17.

British and American Textbooks

ALLEN, Bryan
English for the commerce student. Dent, 1974. £0.70

BEESLEY, Alan R.
English for your business career. Books 1-2 and Teacher's Manual 1. Collier-Macmillan, 1971-72. (Tapes and books). 10 tapes £40.00. Books 1-2 £0.75 each, Teacher's Manual 1 £2.00

BINHAM, Philip
Executive English. Books 1-3. Longmans, 1968-70. (Tapes and books). 9 tapes £30.00. Books only £0.45, £0.50, £0.50

BRITISH BROADCASTING CORPORATION
English for business (including The Bellcrest File). B.B.C., 1972. (Books, Films, Tapes, Cassettes).

CONRAD, Louis
Let's talk business. Book 1. Geoffrey Chapman, 1973. £0.80

COSTINETT, S.
American English for international businessmen. Institute of Modern Languages, Washington, D.C., 1967. (24 tapes and book).

DRUMMOND, Gordon
English for international business. Harrap, 1970. Book £1.25 (Tapes from Tutortape - Part 1 £8.00, Part 2. £18.00).

ECKERSLEY, C.E., W. Kaufmann and A.H. Elliott
A commercial course for foreign students. Books 1-2. Longman, 1964-72. (Book 1 - 4th edn., Book 2 - 6th edn.) £1.0. each

ECKERSLEY, C.E. and W. Kaufman
English and American business letters. Longmans, 1954. £0.52

ECKERSLEY, C.E. and W. Kaufman
English commercial practice and correspondence: a first course for foreign students. New edn. Longman, 1973 (Essential English Series). £0.70

EDWARDS, Stanley, compiler
The language of the business world. Tutor-Tape, n.d. (Book and Tapes). Book £0.45. Cassettes or normal version Tapes £8.00, slow version Tapes £12.00

ENGLISH LANGUAGE SERVICES, INC.
International trade. Collier-Macmillan, 1966. (Special English). (Tapes from English Language Services, Washington, D.C.) £21 the set. Book only £0.90

FIRTH, James
British banking. Collier-Macmillan, 1971. (Tapes and book). £12.90 the set. Book only £0.90

FIRTH, James
British banking overseas. Collier-Macmillan, 1973. (Tapes and book) Tape £12.00. Book £1.00

FISHER, D.
Commercial English comprehension passages. Longmans, 1968. £0.50

GORDON, D. Ian
Basic business letters. Heinemann Educational, 1973. £0.50

HOWATT, Anthony P.R., John Webb and Michael Knight
A modern course in business English. Oxford University Press, 1967. (Tapes and books). 12 tapes at £2.25 each. Books 1, 2 and 4 £0.40 each, Book 3 £0.75

INNES, M.
Talking business. B.B.C., 1961. (Record and booklet). Record £2.00 Booklet only £0.20

KENCH, A.B.
The language of English business letters: commercial correspondence for foreign students of English. Macmillan Education, 1972. £0.70

KING, F.W. and D. Ann Cree
Modern English business letters: commercial correspondence for foreign students. Longmans, 1962. £0.60

McARTHUR, Tom
A rapid course in English for students of economics. Oxford University Press, 1973. £0.70

MACK, Angela
The language of business. British Broadcasting Corporation, 1970. 12 records or 8 tapes or 4 cassettes and textbook - £9.00, Book only £1.50

MARGOLIS, Sylvia
The department store. Collier-Macmillan, 1971. (Tapes and book). £12.90 the set. Book only £0.90

NAIDOO, Pauline and others
Office practice. Books 1-2. Collier-Macmillan, 1971-73. (Tapes and books). £12.90 the set. Books only £0.90 each

PACKMAN, Ronald
Business in Britain, edited by D. Fisher. Longmans, 1968. £0.70

SCHIFFRIN, R.S. de, and others
English in business. Books 1-2. Longmans, 1969. £0.54 each

STEVENS, Sydney F.
Business in English. Rev. edn. Chatto and Windus in association with the B.B.C., 1961. (English by Radio). (2 LP records and book). £7.00 the set. Book only £1.00

Readers

BEESLEY, Alan R.
A push in the right direction. Collier-Macmillan, 1969. £0.30

BEESLEY, Alan R.
Trading post. Collier-Macmillan, 1972. £0.35

LIVING NAMES
Six men of business, by Harry McNicol. Oxford University Press, 1944. £0.20

RAPID READING
Aduke makes her choice, by Anne Akpabot. Nelson, 1966. £0.30

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